

A background image showing two construction workers in safety gear. One worker is in the foreground, wearing a yellow hard hat and a blue safety vest, holding a long-handled tool. Another worker is behind him, wearing a white hard hat and a blue safety vest. The scene is outdoors with a blurred background.

Materials That Score

“Every opportunity that our ‘step team’ students had to be positive role models for students at the adjacent elementary school, it just enhanced their self-esteem. They wore their SWAT (Students Working Against Tobacco) shirts and dog tags with pride. Not only did these students benefit, but several thousand people saw this awesome group of students stand up against tobacco.”

—*Mary Chris Peterika*  
*Teacher*  
*Sligh Middle School*  
*Hillsborough County, Tampa, Florida*

“It was amazingly great to see how teenagers and younger children worked together during the kick-off event for SWAT. The older students served as role models to the younger ones. It was also great to observe the enthusiasm of the students manning the health education/anti-tobacco booths, as well as their sense of pride when playing and working out on the fitness equipment. A student artist drew the SWAT logo in the wet cement, as a symbol for other students to remember that it was their leadership and initiative that made this wish come true. I am pleased to be part of this effort.”

—*Ercilia Rodríguez Westhoff*  
*Tobacco Prevention Coordinator*  
*Hillsborough County Health Department, Tampa, Florida*

# MATERIALS THAT SCORE

The CDC's Office on Smoking and Health has many free marketing and education materials you can use in your tobacco-free sports campaign ([www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)). Also check out the many helpful resources available from national health and sports organizations listed in the Resources section of this book. (See pages 55 and 56.) Here are just a few of the many creative products that health departments, coaches, and schools are using to help kids say "no" to tobacco:

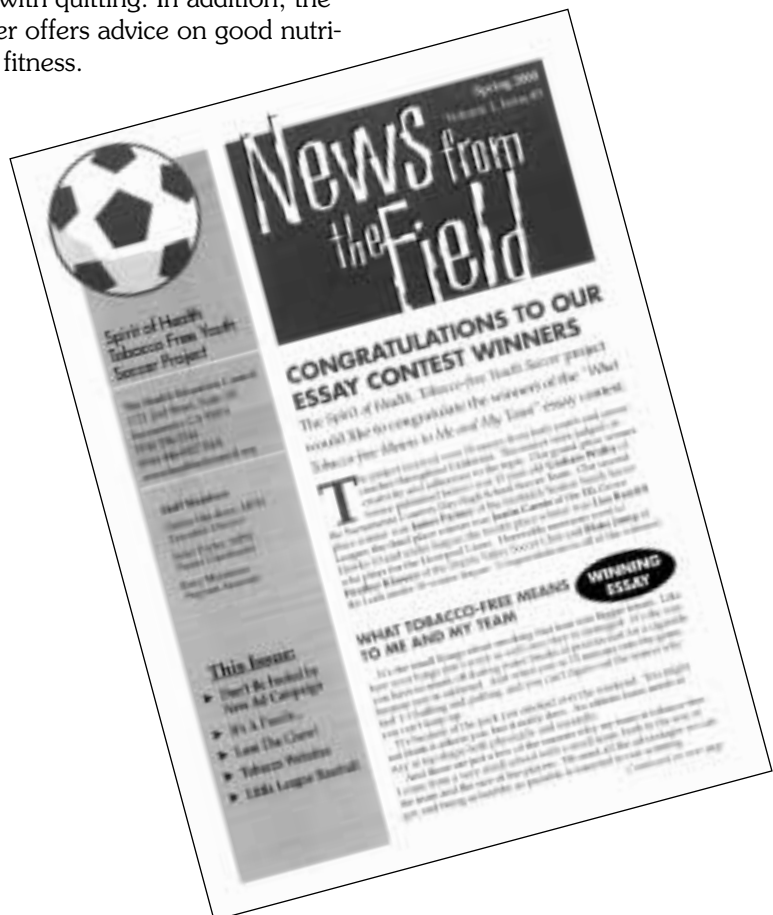
## For Kids, Parents, and Schools

**Smoke-Free Kids Activity Sheets**  
**Smoking and Health Coalition of**  
**Monroe County and the**  
**Finger Lakes**  
**New York State Tobacco**  
**Control Program**  
**Rochester, New York**  
**(716) 442-4260**

Rochester kids get to learn a lot about tobacco before they attend any of the Smoke-Free Kids soccer, baseball, or lacrosse clinics offered in their area. (See *Celebrity Athletes As Role Models*, page 19.) Before the clinic, the kids are given a booklet that includes a registration form, tobacco-free pledge, and Smoke-Free Kids activity sheets. These activities teach kids about the harmful effects of cigarettes, the true messages behind tobacco ads, and the cost of a pack-a-day habit. The more activities the children opt to do, the more chances they have to win door prizes at the clinic. (See *Activities from Smoke-Free Kids and Lacrosse*, pages 48–51.)

**News from the Field**  
**The Spirit of Health, Tobacco-Free**  
**Youth Soccer Project**  
**Health Education Council**  
**Sacramento, California**  
**(916) 556-3344**

This quarterly newsletter for kids features puzzles, articles, and essay contests that drive home positive messages about health, fitness, and tobacco-free sports. For instance, some of the articles give kids the inside scoop on tobacco ads and their effects on youth. Others help kids recognize the early signs of mouth cancer and offer tips and toll-free hotlines to call for help with quitting. In addition, the newsletter offers advice on good nutrition and fitness.



This quarterly newsletter drives home positive messages about health, fitness, and tobacco-free sports as part of The Spirit of Health, Tobacco-Free Youth Soccer Project in California.

**Chewing Tobacco Trading Cards  
Dental Health Foundation  
Twain Harte, California  
(209) 586-0183**

Kids love trading cards, and they'll be unable to turn away from the shocking photos of men whose mouths have been eaten away by cancer and gum disease—all because they used smokeless tobacco. The cards are written in a style that will appeal to kids, and they're full of great advice on how to detect the early signs of such diseases and how to quit. (See sample cards, page 52.)

These pages come from *Save Your Face*, a booklet for Florida kids that includes information about smokeless tobacco and healthy advice from baseball pros. This two-page spread was developed by using materials from Oral Health America's National Spit Tobacco Education Program.

**Face Off Against Tobacco Cool  
Coyotes Activity Workbook**  
Tobacco Education and  
Prevention Program (AZTEPP)  
Arizona Department of  
Health Services  
Phoenix, Arizona  
(602) 364-0824

Arizona's Tobacco Education and Prevention Program has used a host of terrific sports-related materials to support its tobacco-free sports activities. For instance, the program has worked with the Phoenix Coyotes hockey team to develop a creative and fun activity workbook for kids. The *Face Off Against Tobacco Cool Coyotes Activity Workbook* includes hockey information for kids, as well as games, puzzles, and a pledge to be tobacco-free. In addition, items such as baseball caps, gloves, bats, yo-yos, individual bags of sunflower seeds, and hockey pucks—all bearing the AZTEPP logo—are given to kids at sporting events, promotional events, and through the program's merchandise center.

**Spider-Man, Storm, & Cage  
Battle Smokescreen**  
Marvel Comics and American  
Cancer Society  
Atlanta, Georgia  
(800) ACS-2345

In this full-color comic book adventure, Spider-Man, Storm, and Luke Cage are up against the evil man known as Smokescreen. The superheros win, of course, and convey some powerful messages to kids about tobacco, fitness, and health in the process. The comic book is one of many children's education materials available from the American Cancer Society.

**Pledge to be tobacco free**

**FACE OFF AGAINST TOBACCO**  
FOX SPORTS NET

I pledge to be tobacco free because it is a smelly-puking habit.

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Grade**

\_\_\_\_\_  
**(Teacher)**

\_\_\_\_\_  
**(School)**

\_\_\_\_\_  
**(Date)**

*Shawn Hunter*  
**Shawn Hunter**  
Phoenix Coyotes  
President

*Jeremy Roenick*  
**Jeremy Roenick**  
Phoenix Coyotes

This pledge is included in an activity book for kids developed by Arizona's Tobacco Education and Prevention Program.

# For Youth Coaches and Referees

## ***How-To Guide for Referees To Carry Out the Tobacco-Free Message***

**Health Education Council  
Sacramento, California  
(916) 556-3344**

The Health Education Council has developed many brochures to inform youth, coaches, and others about the harmful effects of tobacco. The council's *How-To Guide for Referees To Carry Out the Tobacco-Free Message* is a handy, tri-fold brochure that advises what referees can do to help youth and why it's so important.

***Tobacco Free Athletes  
Coaches' Manual  
Smoke-Free Kids and  
Soccer Program  
Partnership for a Tobacco-Free  
Maine and United Soccer  
Federation of Maine  
Augusta, Maine  
(207) 287-4627***

Coaches can use the activities in this handbook to boost players' soccer skills while teaching them about the toxic effects of tobacco. The book can be used for sports other than soccer. It is given to community programs and recreation departments. (See *Tobacco Free Athletes Coach's Manual*, page 53.)



This tri-fold brochure is distributed by the Health Education Council in Sacramento to advise referees on what they can do to help youth and why it's so important.

***A Coach's Tobacco Prevention Handbook***

**Smoke-Free Kids, Coalition for A  
Smoke-Free Virginia, American  
Cancer Society, and Virginia  
Department of Health  
Richmond, Virginia  
(804) 692-0002**

This four-color, 16-page handbook gives youth coaches the tools they need to talk with their players about tobacco and set a good example. It advises coaches about what to say to players and suggests ways they can work with players, parents, and the league to help kids resist tobacco and stay healthy. (See Coach's Handbook, page 53.)

***SmokeFree Soccer Coach's Kit*  
Office on Smoking and Health  
The Centers for Disease Control  
and Prevention  
Atlanta, Georgia  
(800) 422-6237**

This kit contains a coaching manual that includes creative soccer drills to help coaches integrate tobacco control and healthy lifestyle messages into their practices. Also included are patches for player uniforms showing the SmokeFree Soccer logo, designed in collaboration with FIFA (Fédération Internationale de Football Association). Finally, each kit contains a lanyard so coaches can show their support and set a good example for kids at every practice and game. Each kit includes a policy sheet that outlines the steps that soccer leagues can take to adopt smoke-free policies to protect the health of players, family members, and fans.

The CDC's *SmokeFree Soccer Coach's Kit* is filled with colorful, fun materials that coaches can use to warn their young players that if "You smoke, you choke." The kit includes a coach's manual with creative soccer drills, patches for player uniforms, a lanyard for coaches, and guidance on how to promote tobacco-free policies.

## For Health Departments and Organizations

***Youth Sports Initiative Action Kit*  
Rhode Island Department of  
Health, Tobacco Control Program  
Providence, Rhode Island  
(401) 222-3293**

This kit, organized in a three-ring binder with tabbed sections, includes a description of the state's Youth Sports Initiative, facts about tobacco, advice to kids on how they can avoid peer pressure to smoke, and tips for organizing a community campaign. It also includes model policies and town ordinances, tips on working with the media, and a list of national sports resources. The health department developed the kit in collaboration with the American Lung Association of Rhode Island and the Rhode Island Recreation and Parks Association.



## **“Smoke-Free Kids and Lacrosse” Registration Packet**



***Please complete the Registration Form, Tobacco Free Pledge and activity sheets and return all of them except the front page by March 26, 2001. You will receive a confirmation letter upon our receiving the packet.***

***\*All participants will receive gift bags, however, to be eligible for door prizes the activities inside this packet must be completed and submitted with the registration. The more activities you do, the more chances you have to win! Don't forget to put your name on each activity you complete. Winners must be present for the drawing.***

Before they attend a Smoke-Free Kids Lacrosse Clinic, Rochester kids learn about tobacco's harmful effects by filling out these activity sheets.



Name \_\_\_\_\_

### Activity #1: *Warning Labels*

There are four different warning labels, which appear on cigarette packs. Go to the store or look at advertisements. Write the four warnings below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Can you do better than these? Try writing your own warning label and tell it the way you think it should be said:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_

### Activity #2 *Ad Watch*

Look at three magazines which are popular with your age group (the ones people your age really read - not just the mags that say they are targeted at your age). Count the number of ads for tobacco products in each magazine. Notice the models in the pictures. How old do they appear to be? What are they doing in the pictures? Is this something that someone could (or should) do while smoking? What message are they trying to send?

Magazine	# of ads
----------	----------

Comments:

### Activity #3

#### *Is It Worth It?*

Smoking is a habit, which is not only unhealthy, it is very costly. Find out the average price for a pack of cigarettes (Marlboro, Camel and Newport are the three brands purchased by over 80% of all teens - they are also the most expensive!). Using the formula below figure what a pack-a-day habit would cost you through your teen years (from age 13-20).

(cost per pack) \$ x 365 (days per year) x 7 (years) = \$

Now list at least five things which you hope to own at age 20 that cost about the same amount of money:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Which would you rather have, one of the things listed above, or a head start on health problems, which will ruin your looks, kill your sports performance, and follow you the rest of your life?

\_\_\_\_\_  
**Name:** \_\_\_\_\_

Name: \_\_\_\_\_

## **Activity #4**

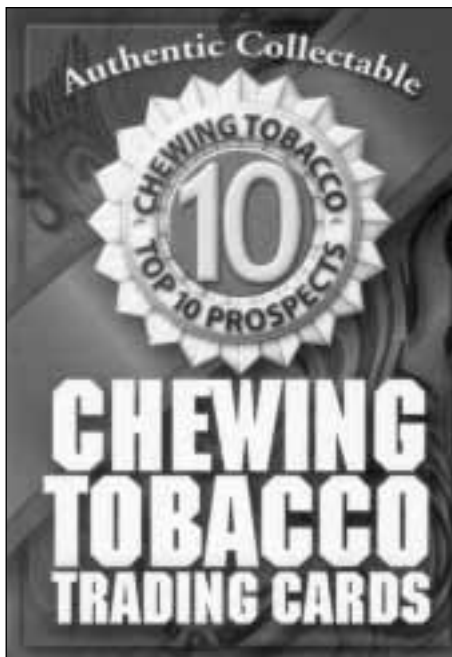
### **Smoking Takes Your Breath Away**

Warning: Do not attempt this exercise if you have asthma, bronchitis, or any condition, which affects your breathing. Do only with your parent's permission.

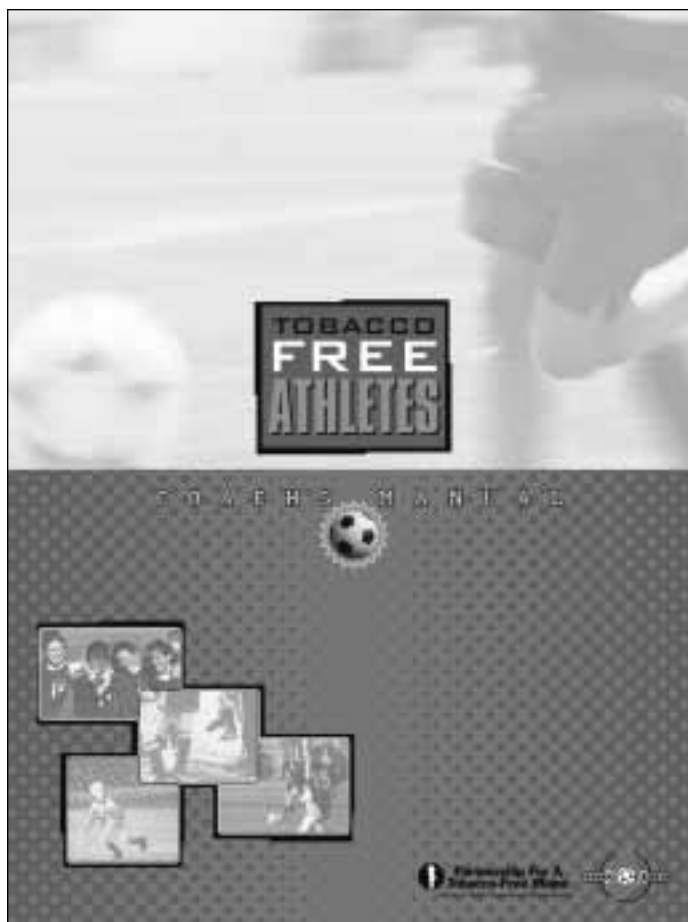
The problem with smoking is that it damages your body gradually, and it is sometimes difficult to feel the damage right away. Try this one with a friend. Get a drinking straw (cut in half) and two small coffee stirrers that look like a miniature straw. Take the large diameter straw; place it in your mouth (no cheating!). Now run in place or jump rope for 2-3 minutes while breathing only through the straw. Do you feel different than normal? This is how your breathing would feel as a young person when it is damaged by only a few years of light smoking.

While you are still out of breath, try breathing through the small diameter straw. Can you feel the difference? You may feel pressure in your chest and a panicky feeling. You may not be able to do this without breathing through your nose. That is how it feels to have emphysema, a breathing disease caused by many years of smoking. Simple acts such as standing up or walking across the room could make you feel that way. Only with emphysema, you could not go back to breathing normally. Eventually, most people with emphysema have to use an oxygen tank for a few hours a day.

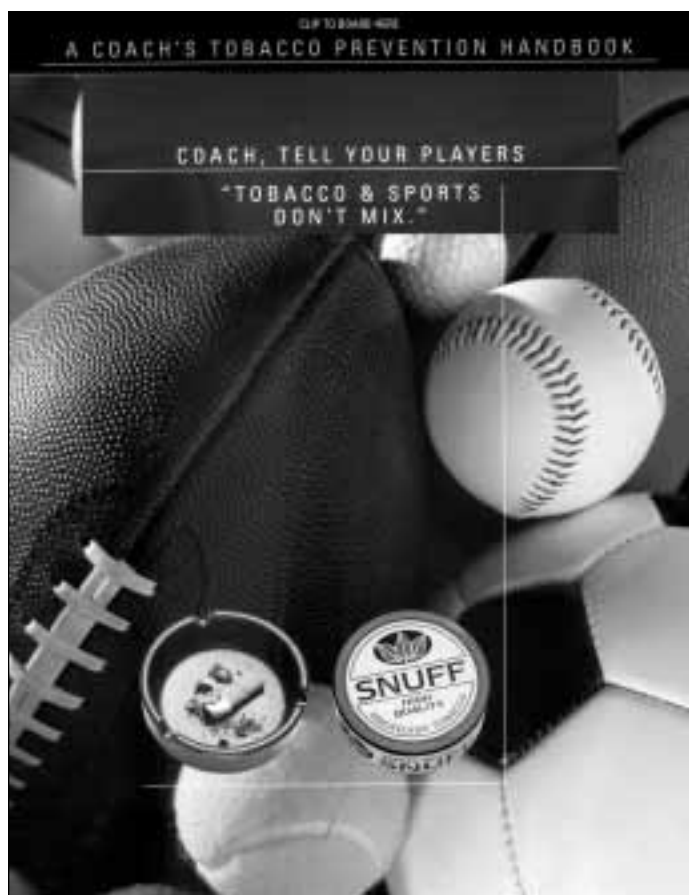
Initial \_\_\_\_\_ Date: \_\_\_\_\_



The Dental Health Foundation distributes these chewing tobacco cards to discourage kids from using smokeless tobacco.



Distributed to community programs and recreation departments in Maine, this handbook includes activities that boost players' sports skills while teaching them about tobacco's toxic effects.



This handbook gives youth coaches in Virginia the tools to talk with their players about tobacco.

THEIR ONLY ADDICTION IS THE GAME

# SOCCER kickin' BUTTS!



John Proulx & teammates



Wendy Carver, DC Soccer



Teens and soccer  
stars take the field  
against tobacco  
in a new special from:

**in the mix**

reality television for teens... every week on PBS



Denise Stoker  
US Women's Team



Christine Stoker  
Women's Team

Premieres the week of Oct. 7.

For more information...

[www.inthemix.org](http://www.inthemix.org),  
and [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)



David Papp, DC Soccer



Mia Hansen, US Women's Team

This poster promotes the PBS teen documentary, *Soccer...Kickin' Butts*, which airs regularly on *In the Mix*, the national award-winning TV series for teens and by teens. In this 30-minute video, women and men from the US national soccer teams talk about the health benefits of soccer and how tobacco smoking affects athletic performance. The CDC funded the documentary and developed a facilitator's guide for coaches and teachers to use with the video. A limited number of copies of the video, poster, and facilitator's guide are available free from the CDC.